VIGNAN'S

Foundation for Science, Technology & Research

(Deemed to be UNIVERSITY)

-Estd. u/s 3 of UGC Act 1956

R22 Academic Regulations

In Compliance with NEP 2020

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PREFACE

'You are born to Blossom' – What an inspiring title the book authored by APJ Abdul Kalam and Arun K Tiwari carries. The journey to blossom has got to be heralded by education. The purpose of education is to ensure that the 'Life Blossoms'. Earning a degree and getting a placement should be the just happening things, and should not become the only celebrated goals for education. In the book cited above, Honourable Kalam, Former President of India, underscores that "The scheme of civil society depends on Educating young people to become enlightened citizens and adults who are responsible, thoughtful and enterprising"

VIGNAN aims to seed these concepts in every learner who transits through this temple of learning. The doctrine of VIGNAN entitled R-22 contains the principles of policies laid down by the University, to realize the spirit of "Blossoming the lives" providing a foundation-strong professional education on the ethos of 'Creative learning for Critical thinking and Critically analysing for Creative decision making'. Certainly, our University is one of the earliest Universities, in fact the University is a trend setting one in completely internalising the concepts of the policies brought out in National Education Policy (New Educational Policy) NEP-2020, and inculcating the spirit in R-22. The R-22 document articulates the Academic Regulations of the University, which is being presented now and shall be inforce with immediate effect from the academic year 2022-23, not only for those who have joined in 2022, also the aspirants of 2021-22 are enabled into the navigation.

R-22 presents a novel design for the academic pursuit, making an exploratory cross disciplinary traversal for a learner who should find learning both holistic and experiential. The learner is ensured to enjoy the continuity in learning and the learner is supported to align and realign, enroute utilising the benefits of constructive feedbacks that s/he receives because of continuous assessment. S/he will be empowered to enjoy the opportunities to explore, experiment and experience.

R-22 eliminates the melancholy of examinations. The expected severity of breakdown due to the anxiety of examination system is replaced by an affectionate assessment system, increasing the effectiveness in accomplishing the outcomes.

In brief, NEP-2020 compliant revised academic regulation of the University – the R-22, is VIGNAN's commitment to alleviate the acuteness in the present educational practices. It intends to provide a strategic solution to the critical observation made by Bharat ratna awardee, Professor. CNR Rao – "India has exam system, not education system. When will young people stop taking exams and do something worthwhile?" (Thought for the Day, Times of India 13.08.2022)

Here is R-22, which assures that the learners at VIGNAN are bound to do something worthwhile – very much worthwhile.

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BBA R22 - Academic Regulations, Curriculum and Course Contents

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EXECUTIVE ABSTRACT

R22 - Academic regulations, Curriculum and Course contents is an articulation of the Vignan's Foundation for Science Technology and Research (VFSTR) Deemed to be University's commitment towards NEP-2020, with a view that it enables student(s) to maintain the spirit of continuous learning and continuous assessment to replace the normal tendency of preparing just before a test or an examination. The framework accomplishes multi-disciplinary holistic education, continuous assessment, requirements to earn the degree within the stipulated period including the permissible spill over period.

R22 is oriented towards multi-disciplinary holistic education at the undergraduate level that includes integrated and rigorous exposure to humanities, commerce, management, and professional domains, as well as sufficient flexibility in curricular structures that allow students to choose electives from management disciplines. Such holistic and diverse education will assist the candidate in transforming into all-rounded persons. Similarly, in line with NEP-2020, more weight will be given to continuous / formative assessment, which is an Integrated learning model comprising Learning – Thinking – Understanding – Skilling – Applying – Creating. Emphasis on continuous formative assessment with a creative summative assessment will facilitate the candidate to "Move away from high stake examinations – towards more continuous and comprehensive evaluation".

The BBA programme offered by Vignan's Foundation for Science Technology and Research (VFSTR) Deemed to be University aims to build a pool of employable, and industry leading managers. A rewarding learning experience is facilitated through pedagogies such as case discussions, practical assignments and internship. Other pedagogy includes audio visual aids, role play scenarios, short cases, industry visits, projects, and field visits. Thereby, this program is designed to increase students' ability to think critically, to solve a wide range of managerial problems, to lead organizations, to communicate effectively in a professional environment, and to work in teams and manage organizations ethically. The BBA graduates are well equipped with requisite knowledge and skills to succeed in the global job market.

The BBA degree offered will be for three years' (6 semesters) duration with specialization in Finance \ Marketing \ HR \ Operations & Analytics. A candidate may exercise his / her options to opt for an onward continuation to MBA Programme (a two years- four semesters) also. However, if a candidate wants to opt for a lateral exit during the onward extension, after successful completion of first two semesters, then he / she will receive BBA (Honours) degree. Such an onward extension is subjected to successful completion of BBA requirements of 3 years.

If a candidate wants to laterally exit before successfully completing the BBA degree, he/she will receive a suitable certification. Such a candidate may seek a re-entry to complete BBA programme as per the University norms.

Salient features of the regulation

- Multidisciplinary
- Continuous learning
- Continuous assessment
- Lateral Exit options
- Add-on certification
- Onward Continuation to MBA Degree

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1. INTRODUCTION

This document contains the academic regulations, scheme of assessments, curriculum, detailed syllabi, course contents with text / reference books recommended, course outcomes, skills acquired, summer internship project and the assignments / activities, that are to be performed for each course for the conduct of 3-year BBA degree programmes.

1.1 Definition

For the purpose of R22 regulation, definitions as follows shall apply:

- **"Degree"** shall refers to the BBA Degree Program.
- **"Course"** shall refers to such Course(s) for which a student shall earn Credits after due assessment as per the laid provisions. Each Course shall comprise of Lecture (L), Tutorial (T) and Practical (P) Sessions. A Course may have either or all the three Components. Summer Internship Programme, Management Thesis are also treated as a Course.
- **"Academic activities"** shall refer to the activities like Lecture (Physical Lecture Session), Tutorial (Participatory discussion / Self-Study / Desk Work / Quiz / Seminar Presentation, etc. activities that make the student absorb & assimilate, the delivered contents effectively) and Practical / Practice sessions (includes hands on experience / Computer simulations / Case Studies etc. activities that enable the student to acquire the requisite skill).
- **"Continuous Assessment"** shall refers to the assessment of the student spread over the entire semester on the various constituent components of the prescribed course.
- **"Continuous Activity Assessment"** shall refers to the assessment of the student performance spread over the entire semester on the various constituent components of the prescribed activities in the course.
- **"Semester"** shall refers to a period covering the two assessment periods viz Formative and Summative Assessment Exams period. A semester would generally be spread over twenty weeks.
- **"Course Drop"** shall refers to a student having to undertake a repeat of the Course(s) not being able to complete the Credit requirements of the Course(s), under the conditions stipulated in the regulation.
- **"Supplementary Examinations"** shall refers to the examination(s) conducted to allow the student to appear in the un-cleared / underscored Semester - End summative assessment component, with a view to accord him an additional opportunity to improve upon his previous score.
- **"Blank Semester"** shall refers to a Semester in which a student either does not register for any course at the beginning of the Semester OR chooses to DROP all courses OR is so compelled to DROP all the courses, as the case may be.
- **"Spill Over Semester"** shall refers to the additional semester(s) beyond the completion of prescribed normal semesters.
- **"AAA Section"** shall refers to the Academics, Assessment and Award Section of the Institute.
- **"Attendance"** refers to the Physical personal presence in an academic activity session.
- **"Summer Semester"** refers to a Semester that is decided to be held during the intervening period of Even and Odd Semester (i.e. Summer Vacations period).
- **"Themes"** refers to the courses offered in a particular stream other than offered by the regular departments, for example NCC, Entrepreneurship, Fitness and Living, etc.
- **"Department"** refers to a division of institute dealing with a specific area of discipline / study.
- **"Center"** refers to a structured unit within the school/ department established with the purpose to carry out advanced research
- **"Grade Point"** refers to the quantification of the performance of a candidate in a particular course as defined herein.
- **"SGPA"** refers to the Semester Grade Point Average and is calculated as detailed in the regulations subsequently.
- **"CGPA"** refers to the Cumulative Grade Point Average and is calculated as detailed in the regulations subsequently.

- **"Division"** refers to the Division awarded to the student as per the mechanism detailed in the regulations subsequently

- **"HoD"** refers to the Head of the respective Department, where the student is enrolled for his / her Branch of Study

- **"Summer Internship Programme"** refers to onsite Practical Training offered by reputed companies / Institutions, in India or abroad.

- **"Management Thesis"** refers to a course executed by a candidate on a specific research problem at VFSTR / any organization of repute.

- **"Social Immersion Project"** refers to sensitizing students to the needs of the society and will enable students to identify social problems through systematic research. Thereby, students are expected to offer viable solutions to these problems.

- **"Credit equivalence and credit transfer committee"** refers to the committee designated to look into for credit equivalence and credit transfer

1.2   Academic Administration

The academic programmes of VFSTR are governed by the rules and regulations approved by the Academic Council from time to time. The various academic activities are conducted following a fixed time schedule duly approved by the Academic Council in line with the UGC regulations. The academic activities of VFSTR are followed meticulously as specified in the academic calendar as approved by the Academic Council. This academic calendar is shared with all the stake holders well before the beginning of the respective academic year. The curriculum and the course contents of all the programmes are discussed by the respective Board of Studies (BoS), analyzed and recommended for implementation. The Academic Council, being the highest academic body, chaired by the Vice-Chancellor, meets at least twice or thrice a year and discusses, suggests and approves all the important academic matters related to curriculum and course contents in particular including the recommendations of BoS.

The intended revision in regulations (R22) was placed in BoS meeting on 25th June, 2022 and brought necessary recommendations accordingly. The final regulations were approved in its 31st Academic Council held on 30th July, 2022.

1.3   Program Duration

The normal duration to complete the BBA program is three years. However, a student can avail the benefit of spill over period of 2 years, that is the maximum duration of five years can be availed by a candidate to complete the BBA programme in a slower pace if he / she desires.

1.4   Courses and Credits

The term course is used in a broader sense to refer to so called papers such as 'theory subject', 'P based Course', 'Summer Internship programme', 'Management Thesis' etc. A course can be of theoretical and / or of practical nature, and certain number of credits are allotted to it depending on the number of hours of instruction per semester. For a course offered in a semester, one hour of lecture (L) instructions carried out in a week is considered equivalent to one credit, whereas two hours of practical (P) sessions done in a week are considered equivalent to one credit respectively. Depending on the course two hours of tutorial (T) sessions may be considered equivalent to one credit. A student earns these credits when he / she successfully completes the course. Credits can also be obtained by successful completion of other recognized co-curricular and extra-curricular activities under Life Skills. The details of credits of such activities will be provided by the respective course coordinators and assessment of student performance in the activities will be carried out objectively by the constituted committees appointed by the Dean AAA. The criteria of assessment for these activities will include aspects like regular attendance in the programme and satisfactory completion of it through tests conducted at University level or by participation / performance at university level events, state level or national level participation etc.

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1.4.1 Content Delivery of a Course

Content delivery of a Course in the BBA Degree Program shall be through, either or all, of the following Methods:

i. **Lecture** - refers to Lecture Session(s) through classroom contact session wherein students will learn by listening. Denoted by "L".

ii. **Tutorial** - refers to transaction(s) consisting of Participatory discussion / Self-study / Desk work / Brief presentations by students along with such other novel methods that enable a student to efficiently & effectively absorb and assimilate the contents delivered in the lecture sessions. Denoted by "T".

iii. **Practice** - refers to Practice / Practical sessions and it consists of Hands-on-Experience / Computer Simulations / Case Studies / Management Thesis / Summer Internship Programme, that equip the students to acquire the much required skill component. Denoted by "P".

1.5 BBA Degree

All students formally and conventionally enroll for BBA degree programme and opt for specialization in the fifth semester in Finance \ HR \ Marketing \ Operations & Analytics. They have to earn **120** credits for the award of degree as specified in the Curriculum.

In the III year, students shall register for one specialization among the available four domains (viz. Marketing, HR, Finance, and Operation & Analytics) as per the schedule drawn for the program. No specialization area will be allowed for registration if there are less than twenty students opting for the particular specialization. The detailed credit structure and distribution over six semesters is given in Annexure -1.

1.5.1 BBA with Add-on certification

If a candidate earns additional 12 credits in the assorted specialization, then he / she will be eligible for the award of BBA with Add-on certification. The detailed credit structure and distribution over six semesters is given in Annexure-2.

1.5.2 Onward Continuation to MBA Degree

A provision is created for onward continuation of MBA Degree for the candidates interested to continue their course of study after successfully completing BBA degree requirements. The detailed credit structure and distribution over four semesters is given in Annexure-3.

During such onward continuation if a candidate desires to exit at the end of the first year of two years MBA Programme, he / she will be eligible to receive BBA (Honours) Degree.

1.6 Composition of an Academic year

An academic year is composed of an Odd semester (20 – 22 weeks), an Even semester (20 – 22 weeks) and a Summer semester (6 – 8 weeks). The regular semester that begins in July / August is known as odd / first semester and the one that begins in December / January is known as even / second semester (Figure 1). The instructional days for a regular semester shall be a minimum of 90 working days exclusive of days earmarked for summative assessment.

YEAR OF 12 MONTHS											
1	2	3	4	5	6	7	8	9	10	11	12
July/ Aug.	Aug./ Sept.	Sept./ Oct.	Oct./ Nov.	Nov./ Dec.	Dec./ Jan.	Jan./ Feb.	Feb./ Mar.	Mar./ Apr.	Apr./ May	May/ June	June/ July
ODD SEM/ FIRST SEM					EVEN SEM/ SECOND SEM					SUMMER SEM	

Figure 1: Distribution of semesters during an Academic Year.

1.6.1 Before the commencement of the semester, a candidate has to pay the stipulated tuition fee and submit an application detailing the courses he / she intended to register, valid for that respective Odd / Even semester. The maximum number of credits per semester will be 25 credits inclusive add-on credits. The intended semester wise coverage will be as presented in the curriculum.

1.6.2 Summer semester is a short duration semester program that will be generally conducted during the semester break between even semester and odd semester. During this period Summer Internship work is undertaken by a student in an industry. The students having 'R' (Repeat grade) courses may register for the course work during this semester to get a chance for successfully completing the 'R' courses. In general, supplementary assessments are conducted in the later part of the summer semester. However, the courses offered in summer semester and the number of courses a student can register are subjected to academic and administrative convenience. A student may register up to a max. of 16 credits in a summer semester. A student may either go for Summer Internship or may register for 'R' courses.

1.6.3 Candidates has to register for 2 credit Summer Internship Programme (SIP) during the Sandwich Summer Semester between II year and III year.

1.6.4 Exception to the routine practice of registering for 'R' courses in summer semester, a student can register in a course offered by a visiting expert during the summer vacation which may be equivalent to an elective. The candidates can register for such courses within the scope of 16 credits.

1.7 **Semester wise provisions**

A student may register for a max of 25 credits per semester as prescribed or otherwise he / she may include the Repeat courses in the event of having not successfully completed a course or courses in the earlier semester. However, a student may also opt to go in a slower pace to earn the credits less than the prescribed max of 25, including even 'Dropping' a semester for special reasons.

It should be clearly underscored that a candidate should on priority register for Repeat (R) credits if any, during a regular semester, within the said scope of 25 credits; in case he / she cannot be sure of completing the 'R' credits in Summer semester.

1.7.1 During the first three years from the date of admission to BBA degree a candidate has to pay the semester / annual fees as prescribed irrespective of the less number of credits that he / she would register or even opt to Drop a semester.

1.7.2 If a candidate gets into spillover semester beyond three years up to a maximum of five years he / she has to pay semester fee proportional to the credits that he / she registered in that spill over semester as prescribed from time to time.

1.7.3 A candidate has to pay additional fee proportional to the number of credits for registering in a summer semester as prescribed from time to time.

2. **CURRICULUM**

Every course offered will be designated in a L-T-P structure. The theory courses comprise of L (and / or T & P hours), whereas the practical courses include discussion, case analysis etc., (T) and practical sessions (P). Amalgamation of theory courses with practical sessions is predominantly seen in this curriculum.

2.1 **Distribution of credits**

The overall distribution of credits for various categories of courses in the curriculum of BBA programmes is represented in Table(1) as given below.

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Table 1: Credits Distribution for Various categories of courses

Category of Courses	Number of Credits	Percentage of Credits
Professional Core	66	55%
Elective courses	18	15%
Humanities	14	11.7%
Basic Sciences	7	5.8%
Project	10	8.3%
Orientation Courses	3	2.5%
Life Skills	2	1.7%
Total	**120**	

2.2   Organization of course contents

Courses offered in the program is composed of two modules covering all the course contents required for a candidate to obtain knowledge and skill. Any contents in each module is further distributed among two units; wherein Unit -1 contains 'Fundamentals and Broad perceptive' of the module. Unit-2 comprises of the extension / advanced topics of Unit-1 as well as necessary practice models for validation / applying the knowledge gained during L / T sessions. The modular period is about 8 weeks. The first unit in a module may be covered in 3 to 4 weeks and the second unit of the module maybe of 4 to 5 weeks (Figure 2). By the end of each module a candidate must be in a position to translate his / her L-based knowledge into P-based skill as prescribed in the curriculum. Individual formative assessment shall be in place for each module and a single semester-end summative assessment for the course composed of both the modules.

YEAR OF 12 MONTHS											
1	**2**	**3**	**4**	**5**	6	7	8	9	**10**	**11**	**12**
July / Aug.	Aug. / Sept.	Sept. / Oct.	Oct. / Nov.	Nov. / Dec.	Dec. / Jan.	Jan. / Feb.	Feb. / Mar.	Mar. / Apr.	Apr. / May	May / June	June / July
ODD SEM / FIRST SEM					EVEN SEM / SECOND SEM				SUMMER SEM		

Module- I		Module- II			Module- I		Module- II			
U1	**U2**	U1	U2		U1	U2	U1	U2		

Figure 2: Unit-wise distribution of course contents in a module and their mapping with Academic Calendar; U= Unit

3.   CHOICE BASED CREDIT SYSTEM

Each branch discipline of the BBA programme comprises of a set of courses - Professional Core, Electives, Humanities, Basic Sciences, Internship, Orientation Courses, and life skill courses. VFSTR offers flexibility for students to choose courses of their choice and obtain the credits satisfying the minimum credits criterion in each category as given in Table(1).

3.1   Basic Sciences and Humanities

The 'Basic Sciences' and 'Humanities' Courses are intended to provide the basic and fundamental pre-requisite knowledge on communication, environment, society and prevailing system essential for the sustainability for the business organization. It includes the courses like Business Communication, Mathematics. Statistics, Public Administration, Geography and Environmental Study and IT Workshop.

3.2 Professional Core

The 'Professional Core' Courses are intended to be those that provide Fundamental knowledge on various functional areas of management as well as its related disciplines like Economics, Research, Accounting, Human Resource Management, Marketing Management, Financial Management, Operations Management and Behavioral Science etc.

3.3 Electives

The 'Elective Courses' Courses are intended to be chosen by the students to study in pursuit of advanced knowledge in their domains of professional interest with 16 credits.

3.4 Summer Internship Program

The 'Summer Internship Program (SIP)' is a skill enhancement course which is intended to be a minimum of 8-week duration in the industry for the students to gain an exposure to industry practices and learn the application of management theory in practice. Students shall register for this course during the sandwich Summer Semester between II and III year.

3.5 Management Thesis

The 'Management Thesis' is also a skill enhancement course which is intended to be a carried out by the students during Semester VI. Students are expected to apply their knowledge and skills to do an extensive research and prepare a report.

3.6 Binary Graded courses

3.6.1 Life Skills

Realizing the VFSTR's Vision of preparing multifaceted personalities, VFSTR floats various credit based life skill activities for students. The credits are spread across 2 semesters in II year with 1 credit per semester.

3.6.2 Orientation course

Course content covers cross-cutting issues of the society like Gender Equality, Human Values, Professional Ethics, Moral and Ethical Values. Orientation course is offered for I year students and successful completion earns 3 credits. All the students have to register during second semester and mandatorily obtain successful completion grade.

3.6.3 Industry – Interface

'Industry – Interface' course is offered with the support of industry personnel. This course is of two credit, and are offered by experts from industry / academia. This course is offered to II year I semester of Onward Continuation MBA students.

3.6.4 Add-on Course

'Add-on course' facilitates an additional edge and enables hands-on-experience to explore management practices. These courses are offered for candidates who register for BBA programme right from the 1st semester till 6th semester. A total of six courses with a weightage of 2 credits are offered as Add-on credits.

In case the candidate does not successfully complete the binary graded courses, they will be placed under 'R' category. However, such R should be completed in regular Odd / Even semester whenever these courses are offered. In special cases provision of summer semester may be provided.

4. ATTENDANCE

It is mandatory for the student to attend the course work in each semester as per the academic schedule of that semester. VFSTR expects 100% attendance. However, the attendance in each course shall not be less than 75 % of the aggregate of all L, T, P sessions conducted in that course.

a) The attendance calculations will be periodically reviewed at the end of every 4 weeks. The details of attendance status will be shared with the parents / guardian. The final status of attendance will be reported at end of 15th week granting the advantage of the attendance for the 16th week for the purpose of attendance shortage calculations.

b) The shortage of attendance may be condoned up to 10% on the ground of ill-health, social obligations, participating / representing in sports / cultural events, placement activities etc.

c) Documentary evidence like medical reports and certificates issued by concerned bodies is to be produced on time as support for the attendance shortage due to ill-health. These cases are subjected to the scrutiny of a committee constituted for this purpose by the Vice-Chancellor. The decision of the committee shall be final.

d) Prior approval has to be taken from the HoDs for the other types of leaves.

e) The courses where the student shortage of attendance was not condoned shall be considered as 'Repeat' category courses and will be under 'R' grade in the student's semester transcript. Student should re-register for these courses during the summer semester or whenever the course is offered next time during regular semesters. These re-registrations are subjected to the regulations at the time of re-registration. In case of core courses, the same core has got to be re-registered. However, in case of an elective a candidate may exercise a choice of choosing different elective in place of 'R' graded elective.

The students who are put into 'R' grade will not be allowed to take up the summative assessment in that semester. In case due to lack and/or delay in information, if he/she appears for the summative assessment in that course, office of AAA is empowered to cancel the attended exams. The scores obtained either in formative or summative assessment will not be considered for grading.

5. ASSESSMENT

Teaching-Learning and Assessment should go hand in hand and complement each other. Continuous assessment plays a vital role to enable the student to get synchronized with the teaching-learning process. Assessment mechanism adopted in the institute is aimed at testing the learning outcomes in tune with the outcome based model of education. The focus, is thus on assessing whether the outcomes are realized by the end of the course.

The performance of a student in each course is assessed on a continuous basis during the semester through various in-semester and end-semester assessment models. The marks awarded through continuous assessment are referred to as Formative assessment marks. The marks awarded through end-semester tests are referred to as Summative assessment marks (Figure 3). Both the formative and summative assessment marks are considered for awarding the final marks and the grade point in a particular course.

Figure 3: Categories of Assessments in place for R22
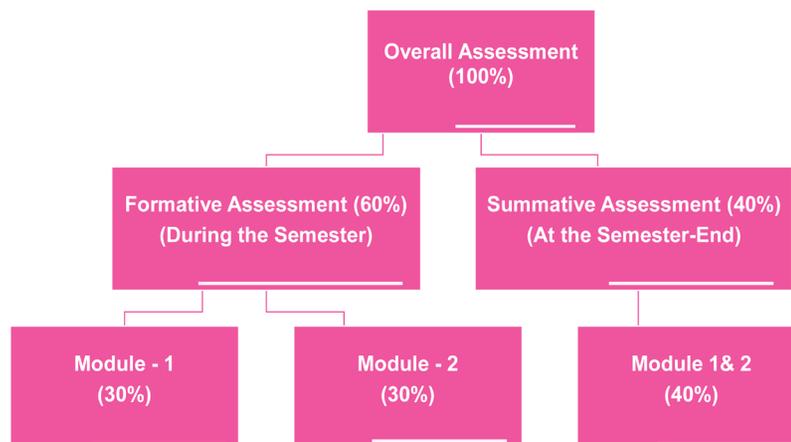
5.1 Marks distribution

For each course, the maximum sum of formative and summative assessment marks put together is 100, in the ratio of 60:40 respectively.

5.2 Qualifying criteria

To be declared successful in a course, a student must secure at least a grade 4.0 in a scale of 10 based on the total maximum marks which is inclusive of formative and summative

assessment. The students should also get 35% from the maximum marks allotted for formative and summative assessments individually.

The hierarchy of qualifying criteria is as follows:

i.   Attendance compliance should be 75% or within condonable range; else the candidate is put into 'R' grade

ii. In formative assessment, a candidate should secure a minimum of 35% ie. 21 marks out of 60; else the candidate is put into 'R' grade

iii. In summative assessment, a candidate should secure a minimum of 35% ie. 14 marks out of 40; else the candidate is put into 'I' (Incomplete) grade.

iv. Collectively the candidate should secure a min. grade of 4.0 in a scale of 10 after relative grading (section 7); else the candidate has to choose either 'R' or 'I' grade duly being counselled.

v.   A candidate who has secured grade <5 in a course may be permitted (optional) to volunteer to improve his / her grade by opting suitably 'R' or 'I' grade in that course.

The candidates with 'R' grade should re-register for 'R' courses either in Summer semester or in a regular semester as and when the courses are offered. The candidates in 'I' grade are allowed to appear for supplementary summative assessment whenever the semester-end assessments are conducted.

To assess Binary graded courses / special projects / courses, not fitting into the categories described here, a suitable assessment procedure will be evolved in consultation with experts of that area and adjudicated by the committee constituted for that purpose. The decision given by the committee will be final. The appended assessment scheme shall be announced by the course coordinator during the commencement of course.

YEAR OF 12 MONTHS											
1	**2**	**3**	**4**	**5**	6	7	8	9	**10**	**11**	**12**
July/ Aug.	Aug./ Sept.	Sept./ Oct.	Oct./ Nov.	Nov./ Dec.	Dec./ Jan.	Jan./ Feb.	Feb./ Mar.	Mar./ Apr.	Apr./ May	May/ June	June/ July
ODD SEM/ FIRST SEM					EVEN SEM/ SECOND SEM				SUMMER SEM		
Module- I		**Module- II**			**Module- I**		**Module- II**				
U1	**U2**	**U1**	**U2**		**U1**	**U2**	**U1**	**U2**			
Formative Assessment				SA	Formative Assessment				SA		

Figure 4: Schedules of formative and summative assessments in line with Academic calendar. SA = Summative assessment

5.3   L-based courses integrated with P / T

5.3.1 Formative Assessment

The scheme of formative assessment is designed to promote the continuous learning. Scheme consists of assessments planned at institute level and assessment that may be scheduled by the course instructor (Figure 4). Institute level assessments shall be scheduled by the office of AAA. Respective Faculty Member(s) shall declare the schedule of Continuous Activity Assessment (CAA), Quiz, Tutorials, Assignments, Seminars, Discussions, etc. Some of the components may also however take place in an unscheduled manner like Surprise Tests. However, students shall be made aware of the assessment modalities that are going to be followed in a course by the faculty, under information to the HoD.

To monitor the progress of students, continuous assessment comprising of five targets (T1, T2, T3, T4 and T5) is advocated in each module for a maximum of 60 marks. For a class (or section) of 60 to 70 students, formative assessment commences by the announcement of

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module bank containing 10 problems for each module in a course. Nature of problems in the module bank shall be at the level of creative / exploratory / model building / thought provoking covering the complete syllabus of a module at somewhat advanced / challenging level.

The purpose of creating module bank of 10 problems is to assign one problem each to 2 batches of 3 - 4 members. The batches are composed of randomly picked up candidates. These batches remain same for all courses and also for the P-sessions in the courses in that semester and are created in the beginning of that semester.

The purpose of assigning one problem to two batches is to create a healthy competitive spirit between the two batches.

The modality of evaluation of five targets is listed here under:

a)   **T1 :** During 5th or 6th week of each module a classroom test shall be conducted. T1 consists of two parts: A and B.

Part A consists of one random problem from the module bank and vary from batch to batch. All the questions in the module bank shall be distributed among students and students shall know the question to be answered only on the day of test in the examination hall.

Part B consists of one common problem at fairly application / advanced level (**not at all prior notified**) from outside the module bank for all the students.

T1 shall be paper based and proctored test for a period of 60 Min which shall be assessed for 30 marks and downscaled to 10 marks.

For the students who for justifiable reasons could not attend the classroom test on the scheduled day, a re-test maybe conducted. However, Part-B will contain a new question and Part-B will have higher weightage than part-A or full weightage could even be allotted for Part-B in such an event.

b)   **T2 :** Immediately follows T1. Students in a specified batch who now have received the same question during T1 will work further on that problem for T2.

T2 is primarily an extension of problem received in T1 for carrying out validation study: Case studies / Simulations / Experimentation. Each batch shall interact with the course instructor to finalize the nature of validation and expected to complete the exercise within 10 to 15 days after T1.

Course instructor should ensure assigning a different case study / a different scope for validation study for each batch in case the same problem is assigned to two batches.

Course instructor shall assess every student in a batch for a max. of 10 marks based on his observation, interaction and / or reviewing (based on at least two reviews).

c)   **T3 :** T3 shall be conducted during the last week of each module. Student batches are expected to submit a report, clearly documenting the work executed during T2. The report should be in APA format and additionally a voice in-built PPT should be prepared and submitted.

The report and presentation shall be assessed by the course instructor for 10 marks for every student. In certain cases, a course instructor can call for a physical presentation also by a batch.

d)   **T4 :** T4 is a comprehensive module test, conducted for 30 min. comprising of 20 multiple choice questions (MCQs) covering the holistic content of module. T4 shall be evaluated for a max. of 10 marks @ ½ mark for each question. T4 will be conducted in ON-LINE mode

There shall be two tests in each course in a day and the best performance of the tests shall be considered for awarding the marks.

Two sets of question papers each containing 20 questions should be set. The theme of the questions could be similar across the sets. When the test is administered online, every student receives the questions in shuffled sequence and also the choices in shuffled sequence. Therefore, the choice like both 'a' & 'b' above. Neither of 'a' and 'b', all the three a, b, c will not be set.

e)   **T5 :** T5 assessment is based on Practice or Tutorial assignments. Implementation, Report presentation and Discussion shall happen in a continuous mode throughout the module period.

At least 4 such continuous assessments / assignments per module shall be conducted by course instructor. The marks will be @ 5 marks per assignment totaling up to 20 per module.

f) The results of the tests are to be normally announced within three working days on completion of the assessment and the performance is to be discussed in the class.

g) The total marks per module is 60 - T1 (out of 10), T2 (out of 10), T3 (out of 10), T4 (out of 10) and T5 (out of 20).

h) Total marks for both the modules from formative assessment will be added up to 120, which will be *suitably mapped down* to a max. of 60 marks. The mapping policy should be decided by the lead instructor / instructors in consultation with the HoD. The mapping policy should be shared with Dean AAA for the purpose of documentation.

i) The marks scored in Module-1 for a max. of 60 should be entered / submitted latest by 9th week and of Module-2 latest by 17th week of the semester. Consolidated score of for a max. of 120 *suitably mapped down* to a max. of 60 marks should be submitted latest by 18th week of semester enabling the declaration of 'R'- grade before the commencement of summative assessment.

j) A candidate put under 'R' will not be permitted to take up the summative assessment.

5.3.2 Summative Assessment

a) An instructor may choose one of the two formats for conducting summative assessment for L-based courses integrated with T / P

    i. 15 + 25 marks format or 20 + 20 marks format (following b, c, d below)

    ii. 40 marks format (following c, d below)

b) **If summative assessment is in two parts format:**

    i. Part-I will be the assessment of capstone project which is pre-assigned during the module-2 period or will be the exploratory review assessment of all practice assignments.

    ii. Part-II will be based on a written examination for a max. marks of 80, as in c & d below, which is *scaled down* to 25 or 20 based on the selected pattern of format.

    iii. A candidate should attend both the parts of summative assessments; else he will be put into I grade.

c) For each L-based course integrated with T / P, the summative assessment shall be conducted by the Institute for a duration of 150 min. and for a maximum of 80 marks. Contents for summative assessment shall cover the breadth and depth of the complete syllabus that is mentioned in the two modules of a course.

d) The question paper consists of two parts as given in Table (2).

Table 2 : L-Based Summative Assessment Question Paper Pattern

Part No.	No. of Questions	Marks for each Question	Marks	Choice
A	4	10	40	No
B	2	20	40	No
Total Marks			**80**	

e) The questions will be comprehensive covering the entire course syllabus and any single question should not necessarily be limited to any particular unit / module.

f) These marks are *suitably mapped down* to a score of 40.

g) Total marks of summative assessment will be for a max. of 40 irrespective of format of evaluation.

h) The award of 'I' grade is solely based on marks scored in summative assessment out of 40, if he / she does not score a min. 14 out of 40 (35%).

5.4 P-Based Courses

The detailed information consisting of activities, batch formations, activity schedules, etc., will be displayed / informed to the student in the first week of the semester so that the student come prepared for the practice sessions. Copies of the activity manual will be made available to the students along with the schedule. The manual will consist of the list of activities, methods, detailed procedure to conduct the activities, format for manual writing, outcomes for each activity and possible set of short questions to help students gain critical understanding.

5.4.1 Formative Assessment

During practice sessions, a brief viva-voce is conducted for each student on the activity he/she is carrying out on that day. Some of the parameters that could be included in the Continuous Activity Assessment (CAA) are given in Table (3). The set of parameters may slightly differ from one practice course to the other, and will be announced before the commencement of the practice session. These parameters are assessed for each practice session.

Table 3: Suggested Parameters for Continuous Activity Assessment

S. No	Component	Marks
1	Report of about one page on proposed activity / practice and background theory before the start of the session	4
2	Viva and interaction to evaluate understanding of concepts	4
3	Accumulation of information	4
4	Examination / Analysis and interpretation of results	4
5	Submission of the report	4
Total		**20**

This assessment is carried out for each activity and the total marks of all activities will be *suitably mapped down* to a max. of 60.

5.4.2 Summative Assessment

End semester examination for each practical course is conducted jointly by two examiners. The examiners are appointed by Dean, AAA from the panel of examiners suggested by the respective Heads of the Department. In some cases, one of the examiner may be from outside the institution and will be identified as external examiner. The scheme of assessment may vary depending on the nature of course, which shall be shared with student by the course in-charge. The summative assessment will be conducted for a max. marks of 40. The general scheme of assessment is given in Table (4).

Table 4: Suggested Summative Assessment Pattern for P-Based Courses

Component	Marks		
	Examiner 1	Examiner 2	Total
Objective & Procedure write up including outcomes	4	4	08
Accumulation of information	4	4	08
Examination / Analysis and interpretation of results	4	4	08
Discussion of results	4	4	08
Viva Voce	0	8	08
Total Marks	**16**	**24**	**40**

5.5 Assessment and Grading of MOOCs based elective

The candidate registered for Onward Continuation MBA programme should undergo a MOOCs course in their I MBA (I Semester). Whenever a candidate opts for a course through MOOCs offered via Swayam platform, he / she has to learn and undergo assessment as per Swayam norms. Upon the declaration by Swayam, that the candidate has successfully completed the

course, the candidate is said to have earned the credits under credit equivalence and credit transfer. The online course committee will also translate the score awarded by Swayam into an equivalent grade in a scale of 10 for incorporation by Dean AAA.

In case the candidate is unsuccessful or if the candidate has secured less than 20% in the final examination conducted by Swayam, the candidate will be placed into 'R' grade, and if it is ≥ 20%, then the candidate will be placed into 'I' grade. The online committee decides the equivalence score for formative assessment for a max. of 60 based on both the scores he / she has earned in the assessments and the final examination conducted by Swayam in case of 'I' grade. Supplementary examination for 'I' grade will be conducted by VFSTR. The candidate has to re-register for the same Swayam course or an alternative Swayam course or may choose any other elective offered by the department in place of MOOCs course in case he / she received a 'R' grade. However, a candidate should register and undergo MOOCs offered via Swayam platform coursework for a minimum of 2 credits.

5.6 Summer Internship Programme (SIP)

Internship work is undertaken in between II and III year during summer semester by a student in an industry, under the joint supervision of industry personnel and an internal faculty member. 60% of the marks of Internship are allotted through continuous evaluation as formative assessment and the remaining 40% are based on end semester assessment as given in Table (5) below.

5.6.1 Formative Assessment

The assessment is for 60 marks and the pattern is presented below.

Table 5: Scheme of Assessment for Internship Work

Module	Review number	Schedule	Max. Marks
Module -1	First review	2th week	10
	Second review	4th week	15
Module -2	Third review	6th week	15
	Fourth review	8th week	20
Total			**60**

a) The progress of internship work is reviewed by the "Internship Review Committee" and marks for formative assessment are awarded based on these reviews.

b) The Internship Review Committee (IRC) consists of Head of Department or his / her nominee (Chairperson), the internal and external (industry) supervisors.

c) The IRC may not be the same for all students; however, the same IRC should exist for entire duration of the internship program of any single student.

d) The schedule and the scheme of evaluation are to be announced with internship notification. The internship reviews may take place at the place of internship or at the university, as decided by the interning organization or may be conducted in the blended mode.

e) In case the candidate is placed under 'R' category, he / she can avail the spillover period and complete SIP during the Summer Semester after 3rd year.

5.6.2 Summative assessment

At the end of the semester, the student shall submit a comprehensive report of internship covering the work done and make a final presentation before a committee constituted by the HoD.

A committee of two members comprising of internal supervisor and HoD's nominee will assess the overall internship participation by the candidate and the final report through presentation made by the intern during 8th week. The internship report (12 marks), presentation (14 marks) and overall impression (14 marks) during the internship will be evaluated respectively.

The qualifying marks will be finalized considering the marks scored.

In case the candidate is placed in 'I' grade, he / she has to take the re-assessment, which will be held within the 15 days after declaration of results. In the consecutive assessment also if the candidate fails to secure minimum required score then he / she will be placed in 'R' grade.

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5.7 Management Thesis

Management Thesis is usually done by an individual student during the VI semester, under the guidance of a faculty member. Every student, in consultation with the guide, should define the thesis topic and also the probable procedure of carrying it out and submit the same to a committee consisting of 2 to 3 faculty members appointed by Head of the Department. This is to avoid the repetition and also to come up with a roadmap for completion of the thesis within the time stipulated. The student is encouraged to select topics related to contemporary management practices. The student is expected to carry out and present a survey of literature on the topic, work out a research framework and its implementation through Introduction, literature review, methodology, data and results analysis, discussions and conclusions. The entire process of student allocation to respective guides etc., is to be completed by the end of V semester, so that student can start of their thesis work immediately after V semester.

5.7.1 Formative Assessment

The progress of project is reviewed twice in a module by the "Project Review Committee" and formative assessment marks are awarded based on these reviews. The Project review committee consists of

a)   Head of Department or his / her nominee – Chair person

b)   A senior faculty member identified by the HoD – member

c)   Project supervisor – member

Review schedules of PRC are to be announced by the department immediately after the commencement of class work. The review presentations are open to all the students of that section and attendance is compulsory. The first review should be of 15 minutes / batch; the remaining reviews should be around 30 minutes / batch. Before every review the batches should submit their PPT along with a brief report of not exceeding two pages. It is to be expected by the committee that student communicates / publishes research article based on the project work prior to graduation. The following aspects may be considered by the committee for assessment presented in Table (6).

Table 6: Schedule and Suggested Parameters to be Considered for Formative Assessment

Module	Schedule	Review number	Points to be considered	Max. Marks
Module-1	4th week	First review	• Identification of specific area out of broad areas. • Identification of outcomes in line with programme objectives • Feasibility of contributing to the attainment of outcomes	15
	8th week	Second review	• Completion of literature survey • Identification of research gap needs / etc. • Design of research framework	15
Module-2	12th week	Third review	• Acquisition / learning of the tool required • Readiness of the layout of the project report • Progress review as per mechanism / schedule identified • Individual student contribution in above activities.	15
	16th week	Fourth review	• Presentation of results and conclusions • Meeting of objectives defined in first review • Submission of draft report • Understanding by individual students on the overall project • Individual student contribution • Progress of project as per schedule	15

5.7.2 Summative Assessment

At the end of the semester, during 18th to 20th week of the semester the summative assessment will be conducted in two phases

Phase –I (during 18th -19th week): this is an evaluation for a max of 20 marks. A committee of two members comprising of HoD's nominee and Guide will assess the project work which will involve going through the project report (6 marks), project presentation (7 marks) and demonstration of the project (7 marks).

Phase –II (during 20th week): A final presentation and defense assessment for a max. of 20 marks will be carried out by one-man committee composed of an expert who is chosen by the Dean AAA from a panel of examiners suggested by the HoD. The format for evaluation will involve going through the project report's quality (6 marks), presentation (6 marks) and interaction and defense (8 marks).

The qualifying marks will be finalized considering the marks scored in both the phases (I & II) of summative assessment.

In case the candidate is placed in 'I' grade, he / she has to take both Phase-I and Phase-II assessments, which will be held within the 15 days after declaration of results. In the consecutive assessment also if the candidate fails to secure minimum required score then he / she will be placed in 'R' grade.

6. SEMESTER-END ASSESSMENT ACTIVITIES

6.1 Setting of semester-end summative assessment question papers will be coordinated by the lead instructor assigned for a particular course. Two sets of question papers will be submitted latest by 12th week of the semester.

6.2 There shall be 'Summative Assessment Question Paper Scrutiny Committee' which would be constituted with external experts. Experts are empowered to modify / rephrase the questions to maintain a high standard of the semester-end assessment. The review should be completed by the 14th week of the semester. The review process will be coordinated by a committee of School Dean, HoDs and external experts.

6.3 The question wise marks scored in the summative assessment out of a total of 80 will be made available online within two weeks from the last date of examination and would be kept active for 24 hours. Latest by the end of 48 hours from the instant of notification any candidate can submit an appeal online providing question wise claim.

6.4 Claims for re-assessment on P-based courses are not allowed.

6.5 The appeals will be attended within next three working days. Fees for appeal, as decided from time to time, has to be remitted online along with the appeal.

6.6 Final results and grades will be computed as explained in the next section

6.7 Final results and grades shall be announced within four weeks of completion of the last examination of the summative assessment (within two weeks from the last date of appeal). Grades are published on the University website, and also informed to the parents and students through SMS.

6.8 Provisional Grade cards will be issued within two weeks after the announcement of grades. Grade card will contain three parts. Part 1: details of successfully completed courses. Part 2: Details of 'I' grade courses. Part 3: Details of 'R' grade courses.

7. COMPUTATION OF GRADING

7.1 Formative assessment decides the list of 'R'- candidates. Therefore, these candidates will not be considered for grading computation. Summative assessments decide the list of 'I' candidates. Therefore, these candidates will not be considered for grading computation

7.2 The candidates who have successfully completed both formative and summative assessments will be considered for computation of relative grading.

7.3 Threshold value (Th) for relative grading in each course is arrived after studying the marks distribution in that course by a committee constituted by Dean AAA. The threshold value is decided by the upper bound marks of the major chunk of the class keeping the top outlier scores away from consideration (the least upper bound). The threshold value will be slightly greater than upper bound marks or may be equal to the upper bound marks.

7.4 The total marks m = marks scored in the formative assessment + marks scored in the summative assessment is transformed into relative grade expressed accurate to two decimal places as follows:

Relative grade point (P) = (m / Th) X 10 [and limited to 10]

7.5 If students require course wise percentage equivalence, then the calculation will be based on the following

Course wise percentage equivalence = (m / Th) X100 [truncated to two-digit integer and limited to 100]

7.6 After relative grading, a student is assigned a 'Letter Grade (G)' for each course as per Table (7). The grade and the corresponding letter grade represent the outcomes and assessments of a student's performance in a course.

Table 7: Grading Information

Relative Grading Range (P)	Category	Grade (G)
≥ 9.50	Outstanding	O
≥ 8.50 to 9.49	Excellent	S
≥ 7.00 to 8.49	Very good	A
≥ 6.00 to 6.99	Good	B
≥ 5.00 to 5.99	Fair	C
≥ 4.00 to 4.99	Marginal	M
Transitional Grade	Repeat	R
Transitional Grade	Incomplete	I

8. SUPPLEMENTARY EXAMINATIONS

8.1 The supplementary examinations shall be conducted once in summer semester. Notifications will be released by the examination section informing the students about registration procedures, details of fee and timetables. Apart from these examinations the students who have courses with 'I'-grade can also write the supplementary examinations along with regular semester-end examinations of that academic (Odd / Even) semester.

8.2 Whenever a candidate clears courses with 'I' grade in a supplementary examination that are conducted during a regular semester, the Threshold value for computing his / her grade will be obtained from the same batch in which he / she had completed his / her formative assessment.

8.3 Whenever a candidate clears courses with 'R'/ 'I' grade in a summer semester, the Threshold value for computing his / her grade will be carry forwarded from the preceding Odd / Even semester for the respective courses.

8.4 Whenever a candidate clears courses with a 'R' grade in a regular semester along with his / her junior batch then for this candidate the Threshold value will be corresponding to his / her junior batch for computing grade.

8.5 The results of summative assessment of Project / Internship will be announced only if the candidate successfully earn all the credits in courses registered during the program. If the candidate is with 'R' / 'I' graded courses the results will be kept under **'Announced Later (L)'** status and will be announced only after candidate clears these courses.

9. GRADE POINT AVERAGE

The Academic Performance of a student is indicated every semester by the Semester Grade Point Average (SGPA) and finally by Cumulative Grade Point Average (CGPA).

9.1 SGPA

The Semester Grade Point Average (SGPA) shall be computed using the formula given below:

$$SGPA = \frac{\sum_{i=1}^{n} C_i P_i}{\sum_{i=1}^{n} C_i}$$

Where

n = number of courses a student successfully completed in the semester under consideration

Pi = Grade points secured for the ith course registered in the semester under consideration.

Ci = the number of credits assigned to ith course registered in the semester under consideration

9.2 CGPA

The Cumulative Grade Point Average (CGPA) shall be computed after successful completion of the programme. The CGPA shall be of 120 credits for BBA degree.

Accordingly, the computations will be as below:

$$CGPA = \frac{\sum_{j=1}^{m} C_j P_j}{\sum_{j=1}^{m} C_j}$$

where

m = total number of courses prescribed for the completion of the programme

Cj = the number of credits assigned to the jth course

Pj = grade points secured in the jth course.

and $\sum C_j = 120$

Percentage equivalence of SGPA & CGPA = (SGPA or CGPA) X10

10. AWARD OF CLASS

The students who have become eligible for award of degree shall be classified based on their CGPA secured, as per the Table (8) given below:

Table 8 : Class / Division Information

Sl. No.	CGPA	Class / Division
1	7.0 and above	First Class with Distinction
2	6.0 and above but less than 7.0	First Class
3	5.0 and above but less than 6.0	Second Class
4	4.0 and above but less than 5.0	Pass Class
5	Less than 4.0	Incomplete

a) For the purpose of rewarding the accomplishers with ranks and awards, toppers are identified, based on their academic performance (CGPA) in BBA.

b) In addition, the 'Chairman's gold medal' and other 'Endowment Awards' are awarded to the 'outstanding students' based on the overall performance which includes academic, co-curricular and extra-curricular activities, campus placements and competitive examinations. A committee appointed by the Vice-Chancellor will recommend the eligible student for the award, selected from the nominations received from the departments.

c) In addition, the institution may recognize exceptional performance such as music, dance, sports etc. and display of exceptional bravery from time to time

d) Only such candidates who complete 120 credits in the first 6 successive semesters shall be eligible to receive awards / ranks.

e) The candidates availing spill over semesters will not be eligible for the award of merit scholarships

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11. AWARD OF DEGREE

On successful completion of prescribed requirements of the BBA programme, the degree shall be conferred during the convocation of the VFSTR.

For the conferment of degree, the student has to fulfill the following requirements:

a) a bonafide student and undergone the course work of not less than three academic years and not more than five academic years from the date of joining.

b) successfully completed all the courses as prescribed in the respective curriculum.

c) acquired a minimum eligible credits i.e. 120 credits for the award of BBA degree

d) obtained no due certificates as prescribed by VFSTR.

e) no in-disciplinary proceedings pending against him / her.

Consequent upon being convinced, following an enquiry, the Academic council may resolve to withdraw the degree provided by the institute. The aggrieved may however prefer for a review of such decision by the Academic Council, citing cogent reasons for review or go in for an appeal to the, BoM of the institute

12. LATERAL EXIT OPTIONS

12.1 Honorable exit with suitable Certification or Diploma

In line with NEP-2020, an optional exit is provided for a candidate who has earned a min. of 40 credits and has completed all the requirements up to the end of I year (second semester). Thereby, such candidate is awarded with 'Under graduate Certificate in Management'.

An optional exit is also provided for a candidate opted to exit after the II year (IV Semester), if he / she earns 80 credits. Thus an 'Under graduate Diploma in Management' will be awarded to the candidate. Semester-wise transcript and a consolidated transcript will be given to the candidates during their exit from the registered program.

Year(Sem)	Year(Sem)	Year(Sem)	Year(Sem)
1(1)	1(2)	2(1)	2(2)
EXIT 1: Minimum 40 CREDITS Under graduate certificate in Management		EXIT 2: Minimum 80 CREDITS Under graduate Diploma in Management	

Figure 5: Lateral Exit Options

Such a candidate who has exited can seek re-entry to complete BBA degree by surrendering the Under Graduate Diploma in Management / Under graduate Certificate in Management. A committee constituted by Vice-Chancellor will scrutiny all such re-entry requests and recommend the plan of action. However, the max. duration of programme should be limited to duration mentioned for BBA degree and further extension beyond the stipulated max. duration of study has to be approved by Academic Council, if the candidate appeals for an extension. The detailed flow of exit / entry is provided in (Figure 5).

12.2 Volunteer 'Drop' with Sabbatical Semester option

A candidate may exercise his option to voluntarily exit from BBA programme temporarily for a semester during the programme, by registering for a 'DROP option' in the beginning of the semester. The DROP can be exercised to take up special Internship / Innovation / Exploratory / Entrepreneurship / Advanced research / Start-up and such related activities. Under such circumstances a candidate can normally avail DROP over two successive semesters. Such 'Drop' semester will be identified as Sabbatical semesters.

Such a candidate has to pay the regular semester fee if such a Drop option is utilized during the first 6 semesters of BBA programme, and has to pay a nominal semester maintenance fee during the spillover period, if a candidate has not yet completed the credit requirements.

Upon returning from such a temporary exit, a candidate may continue his BBA studies utilizing the provision of spillover period. A candidate may also submit a claim for Credit equivalence for the activities undertaken during the DROP period. The equivalence committee would evaluate and assess the academic equivalence of the work carried out and would recommend the credit equivalence and credit transfer to be granted together with the grades that could be attributed, if applicable. However, the max. duration of programme should be limited to five years and further extension beyond the stipulated max. duration of study has to be approved by Academic Council, if the candidate appeals for an extension.

12.3 Volunteer 'Drop' with Semester Drop option

A candidate may exercise their option to voluntarily exit from BBA programme temporarily for a semester during the BBA programme, by registering for a 'DROP option' in the beginning of the semester to meet the family / personal exigencies. All the norms as mentioned in the section (12.2) shall be applicable for the candidates utilizing semester drop option.

13. INTERPRETATION OF RULES

a) The academic rules and regulations should be read as a whole for the purpose of any interpretation.

b) For the matter(s) NOT covered herein above or for unforeseen circumstances, but arising during the course of the implementation of the above regulations. The Vice-Chancellor shall be authorized to remove the difficulties and decide upon the matters. The same shall be reported in the next meeting of Academic Council for ratification and subsequently informed to BoM.

c) The Institution may change or amend the academic rules and regulations or curriculum at any time, and the changes or amendments made shall be applicable to all the students with effect from the dates, notified by the Institution.

d) Procedure and explanation to any section can be floated by the office of Dean AAA as applicable from time to time with due approval by the chairman of Academic Council.

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ANNEXURE -1
BBA COURSE STRUCTURE (R22)

I Year I Semester

Course Code	Course Title	L	T	P	C
22BB101	Business Communication	1	2	-	2
22BB102	Business Mathematics	2	4	-	4
22BB103	Financial Accounting	2	2	2	4
22BB104	Micro Economics	2	2	-	3
22BB105	Indian Administration	2	2	-	3
22BB106	Business English Certification (Lab)	-	-	4	2
22BB107	IT Workshop			4	2
	Total	**9**	**12**	**10**	**20**
22BB108	Add-on Course -1 (Web Designing)	-	-	4	2
	Total	**9**	**12**	**14**	**22**
	Contact Hours	**35 Hours**			

I year I / II Semester

Course Code	Course Title	L	T	P	C
22SA102	Orientation Session	-	-	6	3

I year II Semester

Course Code	Course Title	L	T	P	C
22BB109	Cost Accounting	2	2	2	4
22BB110	Geography and Environmental Studies	2	2	-	3
22BB111	Principles and Practice of Management	2	2	-	3
22BB112	Business Statistics	1	4	-	3
22BB113	Macro Economics	2	2	-	3
22BB114	Statistical Tools for Managers Using Excel (Lab)	-	-	2	1
	Total	**9**	**12**	**4**	**17**
22BB115	Add-on Course -2 (Advanced MS Office)	-	-	4	2
	Total	**9**	**12**	**8**	**19**
	Contact Hours	**29 Hours**			

II year I Semester

Course Code	Course Title	L	T	P	C
22BB201	Business Environment	2	2	-	3
22BB202	Business Research Methods	1	2	2	3
22BB203	Business Values Ethics and Corporate Governance	2	2	-	3
22BB204	Business Laws	2	2	-	3
22BB205	Organizational Behavior	2	2	-	3
22BB206	Analytical Skill for Managers-I	-	-	4	2
22BB207	Essential Skills for Managers-I	-	-	4	2
22BB208	Life Skills-1	-	-	2	1
	Total	**9**	**10**	**12**	**20**
22BB209	Add-on Course -3 (Introduction to IPR)	-	-	4	2
	Total	**9**	**10**	**16**	**22**
	Contact Hours	**35 Hours**			

II year II Semester

Course Code	Course Title	L	T	P	C
22BB210	Marketing Management	2	2	-	3
22BB211	Human Resource Management	2	2	-	3
22BB212	Introduction to Business Analytics	2	2	-	3
22BB213	Production & Operations Management	2	2	-	3
22BB214	Business Finance	1	2	2	3
22BB215	Data Visualization Using Tableau (Lab)	-	-	4	2
22BB216	Analytical Skill for Managers –II	-	-	4	2
22BB217	Life Skills-2	-	-	2	1
	Total	**9**	**10**	**12**	**20**
22BB218	Add-on Course - 4 (Accounting using Tally)	-	-	4	2
	Total	**9**	**10**	**16**	**22**
	Contact Hours	**35 Hours**			

Sandwich Summer

Course Code	Course Title	L	T	P	C
22BB301	Summer Internship Programme (SIP)	-	-	4	2

III Year I Semester

Course Code	Course Title	L	T	P	C
22BB302	Strategic Management	2	2	-	3
22BB303	Entrepreneurship Development	2	2	-	3
22BB304	Management Accounting	1	2	-	2
	Specialization-I (Elective –I)	3	2	-	4
	Specialization-I (Elective –II)	3	2	-	4
22BB305	Essential Skills for Managers-II	-	-	4	2
	Total	**11**	**10**	**4**	**18**
22BB306	Add-on Course - 5 (Stock Market Trading)	-	-	4	2
	Total	**11**	**10**	**8**	**20**
	Contact Hours	**29 Hours**			

III Year II Semester

Course Code	Course Title	L	T	P	C
22BB307	International Business	2	2	-	3
22BB308	Project Management	2	4	-	4
22BB309	Operations Research	2	2	-	3
	Specialization-I (Elective –III)	3	2	-	4
	Specialization-I (Elective –IV)	3	2	-	4
22BB310	Management Thesis	-	-	4	2
	Total	**12**	**12**	**4**	**20**
22BB311	Add-on Course - 6 (Digital Marketing)	-	-	4	2
	Total	**12**	**12**	**8**	**22**
	Contact Hours	**32 Hours**			

R22 BBA

3 YEAR

DEGREE PROGRAMME

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List of Department Elective Courses

Course Code	Course Title	L	T	P	C
	MARKETING				
22BB801	Marketing Research	3	2	-	4
22BB802	Consumer Behaviour	3	2	-	4
22BB803	Retail Management	3	2	-	4
22BB804	Sales Management	3	2	-	4
22BB805	Tourism Marketing	3	2	-	4
22BB806	Advertising & Brand Management	3	2	-	4
22BB807	Services Marketing	3	2	-	4
22BB808	Customer Relationship Management	3	2	-	4
22BB809	International Marketing	3	2	-	4
22BB810	Strategic Marketing	3	2	-	4
	FINANCE				
22BB811	Fundamentals of Investment	3	2	-	4
22BB812	International Financial Management	3	2	-	4
22BB813	Banking and Financial Services	3	2	-	4
22BB814	Project Finance	3	2	-	4
22BB815	Strategic Cost Management and Decision Making	3	2	-	4
22BB816	Financial Derivatives	3	2	-	4
22BB817	Corporate Valuation and Restructuring	3	2	-	4
22BB818	Strategic Financial Management	3	2	-	4
22BB819	Risk Management in Banks	3	2	-	4
22BB820	Behavioural Finance	3	2	-	4
	HUMAN RESOURCE				
22BB821	Industrial Relations and Labour Laws	3	2	-	4
22BB822	Talent Planning and Acquisition	3	2	-	4
22BB823	Talent Management & Succession Planning	3	2	-	4
22BB824	Learning and Development	3	2	-	4
22BB825	Strategic and International HRM	3	2	-	4
22BB826	Compensation & Reward System	3	2	-	4
22BB827	HR Metrics	3	2	-	4
22BB828	Organization Development and Change	3	2	-	4
22BB829	Industrial and Organizational Psychology	3	2	-	4
22BB830	Leadership & People Management	3	2	-	4
	OPERATIONS AND ANALYTICS				
22BB831	Service Management	3	2	-	4
22BB832	Supply Chain Management	3	2	-	4
22BB833	Productivity Improvement and Cost Control	3	2	-	4
22BB834	Innovation and New Product Development	3	2	-	4
22BB835	Technology Management	3	2	-	4
22BB836	Statistics using R Programme	3	2	-	4
22BB837	Marketing research and Analytics	3	2	-	4
22BB838	Machine Learning	3	2	-	4
22BB839	Predictive Analytics	3	2	-	4
22BB840	Python for Data Analytics	3	2	-	4
22BB841	Financial Analytics	3	2	-	4
22BB842	HR Analytics	3	2	-	4

ANNEXURE -2

ADD-ON CERTIFICATION

The Add-on course offered by the university gives the candidate a deeper insight and facilitates a hands-on exposure to explore the management practices and concepts. These binary courses are offered for candidates who registered for BBA programme. During the inception of every semester these Add-on courses are floated to the students, one per each semester in the assorted specialization thereby, a total of six courses are offered in the 3-year (6 semesters) duration of BBA programme. Each Add-on course carries two credits. A student should express his / her willingness and register for the same along with regular courses before the commencement of the semester.

On successful attainment of minimum 12 credits, then he / she will be eligible for the award of BBA with Add-on certification. However, such a candidate may also avail a spill over semester to complete required credits. Assessment of these courses will be finalized by the Committee constituted in the department in consultation with Dean AAA office.

ADD-ON COURSES

Course Code	Course Title	L	T	P	C
I-I	Web Designing	-	-	4	2
I-II	Advanced MS Office	-	-	4	2
II-I	Introduction to IPR	-	-	4	2
II-II	Accounting using TALLY	-	-	4	2
III-I	Stock Market Trading	-	-	4	2
III-II	Digital Marketing	-	-	4	2
	Total	-	-	24	12
	Contact Hours	**24 Hours**			

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ANNEXURE – 3

SUPPLEMENT REGULATION FOR ONWARD CONTINUATION TO MBA DEGREE

The proposal to institute MBA in line with the practices in Institutions of National Importance, is to elevate the Gross Qualification Index (GQI) of India, and specifically to enhance the managerial competency of the graduates.

In order to attract the committed learners towards earning MBA immediately after BBA the following scheme is proposed:

1. He / she should be a candidate maintaining his studentship through proper registration process of his BBA program and fulfills all the credit requirements of BBA.

2. He / she has to appear for an aptitude test/ interaction and the corresponding committee of experts constituted for the purpose has to recommended his / her name.

3. The study pattern will be as follows:

ADD-ON COURSES

MBA Semester Count	Credit	Expected Study Coverage
I / I	20	Professional Core
I / II	20	● 1. 14 credits of Professional Core and Electives ● 2. 6 credits of Social Immersion Project
Sandwich summer semester	6	Field work / Project Work
II / I	18	Professional Core and Electives
II / II	16	Internship

4. The candidate should earn all the credits of the BBA program before commencing the MBA program. The program structure designed for MBA will be followed from VII semester onwards

   ● BBA degree = 120 credits
   ● MBA degree = 80 credits

5. Honourable exit option:

   ● Candidate who has earned all the credit requirements till first year of MBA can exercise his / her option to exit the program with a BBA honours degree for the candidates those who have earned BBA credits from VFSTR.

   ● However, candidates earned BBA credits from other institutes will be awarded PG diploma if he / she opts to exit from the MBA programme.

6. Industry – Interface is a two credit binary course offered with the support of industry personnel in the II year I semester of this programme. Assessment of this course will be finalized by the committee constituted in the department in consultation with Dean AAA office.

ONWARD CONTINUATION TO MBA PROGRAMME
COURSE STRUCTURE - R22

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I MBA I Semester

Course Code	Course Title	L	T	P	C
22BB401	Design Thinking	1	4	-	3
22BB402	Direct Taxation	2	4	-	4
22BB403	Social Entrepreneurship	1	4	-	3
22BB404	Elective (MOOCS)	-	4	-	2
	Specialization-II (Elective –I)	3	2	-	4
	Specialization-II (Elective –II)	3	2	-	4
	Total	**10**	**20**	**-**	**20**
	Contact Hours	30 Hours

I MBA II Semester

Course Code	Course Title	L	T	P	C
22BB405	Cross Cultural Management	2	2	-	3
22BB406	Corporate Strategy	2	2	-	3
	Specialization-II (Elective –III)	3	2	-	4
	Specialization-II (Elective –IV)	3	2	-	4
22BB407	Social Immersion Project	-	-	12	6
	Total	**10**	**8**	**12**	**20**
	Contact Hours	30 Hours

Sandwich Summer

Course Code	Course Title	L	T	P	C
22BB505	Project Work	-	-	12	6

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COURSE STRUCTURE - R22

II MBA I Semester

Course Code	Course Title	L	T	P	C
22BB501	Advanced Business Research Methods	1	2	-	2
22BB502	Corporate Leadership	2	4	-	4
	Specialization-I (Elective –V)	3	2	-	4
	Specialization-II (Elective –V)	3	2	-	4
22BB503	Advanced Data Visualization lab	-	-	4	2
22BB504	Industry-Interface	-	-	4	2
	Total	**9**	**10**	**8**	**18**
	Contact Hours	**23 Hours**			

II MBA II Semester

Course Code	Course Title	L	T	P	C
22BB506	Internship	-	-	28	16
	Total	**-**	**-**	**28**	**16**
	Contact Hours	**28 Hours**			